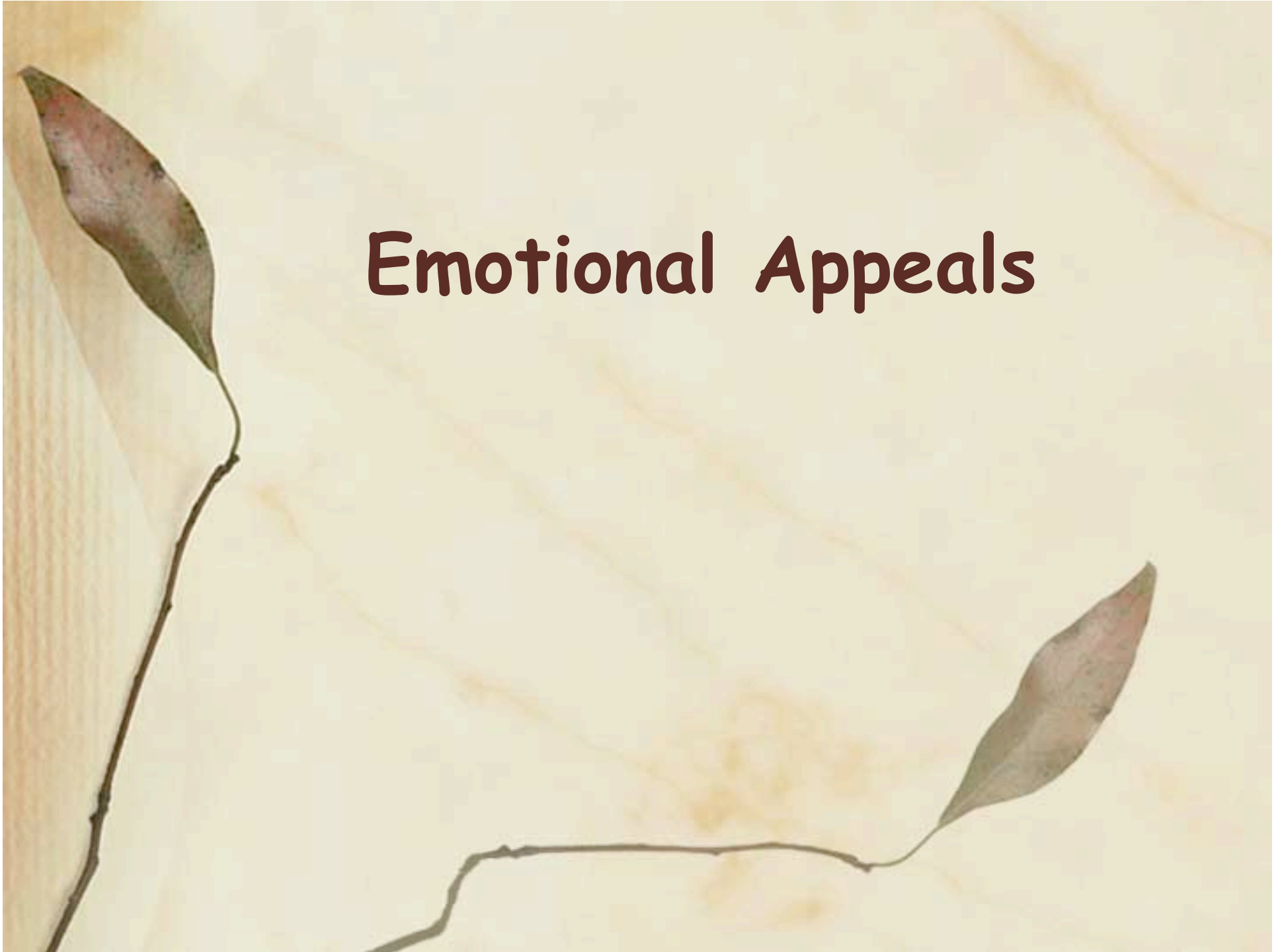




Emotional Appeals





What is an emotional appeal?


- Emotional appeals target the emotions of the reader to create a connection with the writer. An emotional appeal can be a very powerful strategy, since humans are emotional creatures.



How do emotional appeals help the writer?

● **When used correctly, a writer using an emotional appeal can...**

- reinforce logical arguments.
- use diction and imagery to create a bond with the reader in a human way.
- appeal to the idealism, beauty, humor, nostalgia, or pity in a balanced way.
- present an argument in a fair manner.



What happens when emotional appeals are misused?

● When used incorrectly, an emotional appeal can...

- become a substitute for reason (t.v. and magazine advertising often relies heavily on emotional rather than logical appeal).
- use stereotypes to pit one group of people against another (propaganda and some political advertising does this).
- offer a simple, unthinking reaction to a complex problem.
- take advantage of emotions to manipulate (through fear, hate, pity, prejudice, embarrassment, lust, or other feelings) rather than convince credibility.



Bibliography

"The Three Appeals of Argument." [online] January 23, 2008.

<http://www.uwc.ucf.edu/Writing%20Resources/Handouts/appeals.htm>